

WHAT IS CLAIMED IS:

1. A scalable, profile-driven system for creating, managing and distributing media objects for the presentation of synchronous broadcast and/or interactive television programming, comprising:

a network operations center consisting of a fault-tolerant, clusterable multi-processor hardware platform running a UNIX type operating system with a "best of breed" database and middleware executing thereon to communicate with one or more legacy systems that provide television programming production, management and distribution functionality;

one or more contributors that access the television programming functionality of the legacy systems via an open standards, IP-based interface to the network operations center for the purpose of creating, managing and distributing television programming; and

one or more users, each using a media delivery device that receives the television programming directly or indirectly, and synchronously displays television programming to the user through one or many delivery platforms and/or devices in a broadcast or interactive fashion.

2. The system recited in claim 1, wherein the network operations center provides a J2EE-based implementation.

3. The system recited in claim 1, further comprising an object-oriented playlist according to which the television programming is created, managed, secured and distributed.

4. The system recited in claim 3, wherein the television programming comprises objects whose creation, management, rights management and distribution is synchronized for payback

across one or many reception devices.

5. The system recited in claim 1, wherein at least a portion of the television programming is customized for a one of the one or more users.

6. The system recited in claim 1, further comprising a classifier process to identify all participants and users.

7. The system recited in claim 1, further comprising one or more edge servers and one or more JAVA-based player devices to distribute both legacy and future TV programs.

8. The system recited in claim 1, comprising one or more edge servers one or more JAVA-based player devices to distribute both real-time, streaming and non-real-time, store and forward program elements.

9. The system recited in claim 1, further comprising means for integrating legacy TV systems into a unified system capable of creating, managing and simultaneously distributing profile-driven, multi-distribution platform TV products.

10. The system recited in claim 1, further comprising means for integrating collaboratory and hybrid, peer-to-peer means in the creation, management, copy protection and distribution of TV objects and/or programming.

11. The system recited in claim 1, further comprising one or more edge servers and one or more JAVA-based player devices to integrate wireless QOS for the distribution of rich media.

12. A method for distributing media objects to present a synchronous broadcast and/or interactive television programming, comprising the steps of:

(a) providing one or more contributors with access to one or more legacy systems to access television programming functions;

(b) creating a television program using the legacy systems;

(c) distributing the television program to one or more users, each using a media delivery device that receives the television program; and

(d) synchronously displaying the television program to the user.

13. The method recited in claim 12, further comprising the step of displaying the television program in an interactive manner.

14. The method recited in claim 12, further comprising the step of managing the television program.

15. The method recited in claim 12, further comprising the step of customizing the television program for one or more of the users.

16. The method recited in claim 12, further comprising the steps of:

(e) creating a playlist; and

(f) creating the television program in accordance with the playlist.

17. The method recited in claim 16, further comprising the steps of:

(e) creating a playlist; and

(f) distributing the television program in accordance with the playlist.

18. The method recited in claim 12, further comprising the step of transcoding the television program into another format so that it can be displayed on another media device.

19. The method recited in claim 12, further comprising the step of distributing real-time, streaming and non-real-time store-and-forward program elements using one or more edge servers and one or more JAVA-based players.

20. The method recited in claim 12, further comprising the step of integrating collaboratory and hybrid peer-to-peer systems to create, manage, copy protect and distribute TV objects and/or programming.